

Annual subject index of articles

JANUARY THROUGH DECEMBER 1978

Each listing shows the title of a major article or short article, the latter in italics. The first two figures following the title indicate the date of the issue, and the last figure indicates the number of the page upon which the article begins. MEDICAL ECONOMICS will send physicians

any three articles listed below without charge. Copies of additional articles are priced at \$1.00 each, and, as long as the supply lasts, whole copies of the magazine (including any of our Special Issues) may be purchased for \$3.00 each from the Reader Service Department.

Assistants

How to hire an employee you won't want to fire. 1-9-217
This medical office nearly became a union shop. 1-9-86
How to stretch corporate retirement benefits. 1-23-157
Physician, heal thy receptionist. 1-23-104
An alcoholic on your payroll? "Tough love" helps. 2-6-134
Would these unorthodox practice solutions work for you? 4-17-79
Will your best employees look for a new boss? 5-15-93
He turned his medical assistant into an M.D. 6-12-271
Refer patients to Dial-A-Grandma? These physicians do. 6-12-216
How much patient discontent never reaches your ears? 7-10-163
Why you need a time clock in your office. 7-10-74
When *not* to sink big money into your practice. 8-21-87
Let your colleagues' mistakes make you a better boss. 9-4-193
How to run an almost embezzlement-proof practice. 9-18-83
Is your sick-leave policy keeping employees home? 10-16-85

Billings

Look what a pegboard can do for you now. 1-23-79
How today's computers can—and can't—help your practice. 6-12-220; Can a service save you money? 6-12-221; Don't get spindled if you buy. 6-12-234; I'm a doctor again instead of an office manager. 6-12-244

Cars

How to get the most tax mileage out of your car. 1-23-227
Chrysler's new subcompact: last, but not least. 3-6-116
Here's economy, freedom—and an erotic whimper. 2-6-154
Testing Ford's Fiesta: Olé! 3-6-84
20 best buys in a used car. 3-20-88
How to design your next car yourself. 5-15-84
Mass transit: the great white disaster. 6-12-272
This doctor turns classic cars into classy assets. 6-12-210

The case for buying a really big car. 7-10-84
Va-roooooom! I'm loving my second childhood. 7-10-132
Why you're better off buying a used car. 9-4-238
Car deductions: two for the price of one. 9-18-113
I squeezed G.M. until it replaced my lemon. 9-18-172
More power to you: the new turbo cars. 10-16-76
The rotary-powered Mazda RX-7: Umm-Hummm! 10-30-60
Fighting inflation: How to get the best price on practically anything. 11-6-109
The smaller Eldorado: still every inch a Cadillac. 11-13-72
Which cars are your colleagues buying? 11-13-107
Are you a candidate to join the truckin' generation? 11-27-90

Colleagues

When an erring doctor turns around and sues you. 1-9-144
Bad medical advice cost me an eye—and my practice. 1-23-218
How can we help the suicidal physician? 1-23-203
Persuading your patient to accept psychiatric help. 2-6-107
I lost big in a small-town medicine game. 2-20-136
Six surefire ways to wreck a partnership. 3-20-125
Recruiting a new man? Here's how to sell his wife. 7-10-155
Malpractice: the one sure way to shut "hired mouths." 7-24-84
How to find an associate you'll still be speaking to next year. 11-13-76

Collections

A quicker way to collect on Medicaid claims. 3-6-89
Would these unorthodox practice solutions work for you? 4-17-79
How today's computers can—and can't—help your practice: Can a service save you money? 6-12-221
Is your collection agency giving you a bad name? 12-11-247

Corporations

How to stretch corporate retirement benefits. 1-23-157
Are you shortchanging your retirement plan? 3-20-196

You can leave employees out of a corporate health plan, but . . . 6-12-199
Corporate divorce the painless way. 6-26-84
The I.R.S. opens a door on beefed-up retirement plans. 9-4-82
What it takes to make a restrictive covenant stick. 9-18-250
What you need to know about the new tax law before Jan. 1. 12-11-39

Drugs

Now schoolteachers are playing doctor. 4-17-119
Would these unorthodox practice solutions work for you? 4-17-79
What does society really want from doctors? More disclosure. 5-29-76
Patients who want Laetrile should get it from us! 7-10-79
I followed my patient through a Laetrile clinic. 9-18-217
Smoothing out your patients' prescription hang-ups. 9-18-163
And now, a few words on behalf of the placebo. 10-16-97
Making faster and better use of your Rx pad. 11-13-187

Education

Send your kids to grad school in Europe? 1-9-220
The best—and cheapest—way to an investment education. 2-6-123
Will "egalitarian quackery" destroy our schools? 2-6-257
Continuing ed: who's pursuing it and where. 3-6-112
Our patient education literally pays for itself. 3-6-150
Now schoolteachers are playing doctor. 4-17-119
For a stimulating vacation abroad—go to school. 5-15-160
I felt like a medical has-been at 45. 6-12-181
Let's stop blowing our money on C.M.E. rip-offs. 8-7-71
Little ways to cut big corners on college costs. 8-7-139
College costs: How to stay only a half step behind. 11-6-133

Equipment

Our patient education literally pays for itself. 3-6-150
Continued on page 92

Annual subject index

Equipment (cont.)

The real world of hospital finance: Is new technology being made a scapegoat? 3-20-174
Buyer's update on office copiers. 4-17-191
How today's computers can—and can't—help your practice. 6-12-220; Can a service save you money? 6-12-221; Don't get spindled if you buy. 6-12-234; I'm a doctor again instead of an office manager. 6-12-244
Why you need a time clock in your office. 7-10-74
Turning medical machines into money machines can ruin us. 7-24-63
Time to cut your cord from Ma Bell? 8-21-70
When not to sink big money into your practice. 8-21-87
Can your auxiliary rooms pass this test? 9-4-153
What to look for in the new fire extinguishers. 10-30-99
Today's best buys in dictating equipment. 11-13-147

Estate planning

Don't be a pack rat with your safe-deposit box. 3-6-267
When you're asked to serve as executor. 3-20-145
What the new tax law does to your life insurance. 4-17-181
Why a trust may still make sense. 4-17-85
To cut your estate tax, assign your insurance. 10-16-126
Estate planning: Make sure your money goes where you intend. 11-6-149; Records: Where to keep them—and how long. 11-6-261

Ethics

My days working with the gimmick doctors. 2-20-163
Hippocrates would be ashamed of us—rightfully so! 5-15-107

Family

Get your family spending under control. 2-6-82
Can your wife borrow your car if she washes it? 3-6-239
Overlooked victims in a malpractice suit: the doctor's family. 3-6-252
Now schoolteachers are playing doctor. 4-17-119
The day I kidnapped my grandfather. 5-15-203
Recruiting a new man? Here's how to sell his wife. 7-10-155
Va-rooommm! I'm loving my second childhood. 7-10-132
An inside look at the college admissions game. 8-21-140
Stay out of a case in my own family? Never again! 10-30-57

Fees

Getting attention when a carrier cuts your fee. 1-23-215
Look what the profit motive is doing to us doctors! 2-6-75
Are young doctors charging too much? 6-12-125
Fees: Are they getting out of hand? 10-16-166

Government medicine

Canada: a preview of our national health insurance? 1-9-245
Mediplan claims: It's how you word it that counts. 1-9-203

Will this be the year they kill P.S.R.O.s? 1-23-35
Good-bye, John Bull. We've joined the brain drain. 2-6-88
America's worst doctor: Uncle Sam. 2-20-115
Think you have trouble with health insurers? 2-20-151
A quicker way to collect on Medicaid claims. 3-6-89
How I became a sloppy doctor. 4-3-79
The games doctors play under socialized medicine. 4-17-203
The right way, the wrong way, and the Medicaid way. 4-17-253
Will Carter's N.H.I. plan be stillborn? 4-17-250
Will the health-cost crackdown be a boon for doctors? 4-17-37
What does the "streamlined" H.E.W. have in store for you? 5-1-27
What does society really want from doctors? The demands of pressure group leaders. 5-29-54; A brake on costs. 5-29-112; Broader availability. 5-29-136
At last—a Medicaid program that works! 6-12-37
Doctors' newest Capitol Hill friend—or foe. 7-10-31
Nurse-practitioners vs. doctors: A battle is on. 7-10-73
Is this doctor a Medicare cheat—or a scapegoat? 7-24-124
Let's use patients to curb Medicaid abuse. 7-24-108
If Britain's health care is so bad, why do patients like it? 8-21-76
H.E.W. launches a new move to control doctors' fees. 9-18-35
More trouble for P.S.R.O.s—and perhaps for you. 10-30-25
Ted Kennedy: An old enemy takes a new look at doctors. 11-13-35
Your best ally in a Medicare fee dispute—the patient. 11-27-101
The H.M.O. that politicians won't let die. 12-25-41
Let Uncle Sam decide what's "appropriate care"? Don't laugh. 12-25-87

Health insurance

Can those new health planning agencies go this far? 1-9-170
Think you have trouble with health insurers? 2-20-151
An H.M.O. setup where doctors pay doctors. 3-6-131
Health insurance: It's time for a step backward. 4-3-111
Will Carter's N.H.I. plan be stillborn? 4-17-250
What does society really want from doctors? The demands of pressure group leaders. 5-29-54; A brake on costs. 5-29-112
Beating H.M.O.s at their own game. 7-10-97
Nurse-practitioners vs. doctors: A battle is on. 7-10-73
Colleagues did their best to torpedo my H.M.O. 8-7-84
Insurance: Buying all the coverage you need—for less. 11-6-249
Ted Kennedy: An old enemy takes a new look at doctors. 11-13-35
Doctors vs. Blue Shield: the first big battle. 11-27-23

Home

Simple gadgets that can pare home fuel bills. 1-23-151
Homeowners coverage that keeps pace with inflation. 2-6-137
Burned! 3-6-164
A real-estate investment that really moves. 3-6-245
Do you keep a gun for protection? 5-1-137

Fine print that can save you plenty. 6-12-257
Retire to a sun-washed shore? 7-10-196
Don't be too eager to abandon the old homestead. 9-4-166
You, too, can learn to love a wood stove. 9-4-222
Get paid for living in your own home? Well, maybe. . . . 9-18-185
What you need to know before the roof leaks. 9-18-212
Your home. 10-2-7; Homes doctors own: Where does yours fit in? 10-2-8; Is a really expensive house a really good investment? 10-2-12; Ranch, split-level, Cape Cod—or what? 10-2-41; Dirty tricks some brokers play. 10-2-60; I built my dream house—without any nightmares. 10-2-86; Getting the best deal on your next mortgage. 10-2-97; These doctors love their one-of-a-kind homes. 10-2-107; Does it always pay to trade up? 10-2-121; Very old houses are delightful, but . . . 10-2-138; Protecting your home against the energy shortage. 10-2-146; Remodeling? Don't overlook the profit motive. 10-2-166; How to ease the pain—and taxes—of selling the old homestead. 10-2-179; This doctor traded down by moving up. 10-2-196; Three ways to bring down a broker's fee. 10-2-203; How to come out a winner on your vacation home. 10-2-225; And finally: Get the right home insurance. 10-2-237
What to look for in the new fire extinguishers. 10-30-99
Don't give up on a home-office deduction. 12-25-79

Hospitals

Can those new health planning agencies go this far? 1-9-170
When an erring doctor turns around and sues you. 1-9-144
How things work in the real world of hospital finance. 2-6-218; The real world of hospital finance: What they don't say about those "surplus beds." 2-20-86; Is new technology being made a scapegoat? 3-20-174; Is bad management to blame for the cost crisis? 4-17-144; Can doctors truly do much about hospital costs? 5-1-78
Move to an office at the hospital? I'm glad I did. 2-6-142
This ivory-tower hospital runs a private practice. 2-6-251
Don't run scared of real clinical audits. 3-6-285
A mini-malpractice insurance company that works. 3-20-211
The tax rewards of a part-time hospital job. 4-3-171
Who let this doctor in the O.R.? 4-3-244
Little ways to save a lot of time: Getting around hospital hang-ups. 5-15-117
What does society really want from doctors? Greater accountability. 5-29-92
The town that's squeezing out private practice. 7-24-27
Trouble in a health-planners' paradise. 8-7-176
The doctor we suspended sued us for \$2,000,000. 10-16-71
How 1978 looked five years ago. 10-30-84
H.S.A.s vs. doctors: The war is on. 10-30-102
Cost containment? Not while we're wasting patients' money. 12-11-89
We primary-care doctors are in a bind—and that's great! 12-11-165
Malpractice: Divide-and-conquer tactics you should know about. 12-25-48

Humor

Getting attention when a carrier cuts your fee. 1-23-215

Can your wife borrow your car if she washes it? 3-6-239
 A marginal view of the class system. 4-3-241
 I'm Dad. Fly me. (Or you get no vacation). 6-12-136
 A way to send graffiti to the wall. 6-12-253
 Nothing's wrong with motor camping that a motel wouldn't cure. 7-24-150
 The world's most entertaining patients. 8-21-97
 Get ahead in medicine? Follow these simple rules. 9-4-119

Income and expenses

The dollar value of board certification. 1-23-76
 Are doctors leading the pack in the race with inflation? 2-20-79
 If you must go into a group, go small. 3-20-214
 Look who's caught up in earnings—F.M.G.s. 4-3-86
 Will more doctors mean that you'll earn less? 5-15-182
 Doctors' earnings: Inflation edges ahead. 9-18-226
 Doctors' expenses: some good news, at last. 11-13-166
 Which cars are your colleagues buying? 11-13-107
 Proven formulas for dividing income. 11-27-58
 ENT specialists: taking the slow lane to the good life. 12-11-98
 Don't give up on a home-office deduction. 12-25-79

Insurance

"Medical mistakes happen more often than we let on." 1-23-73
 A new malpractice carrier—for good doctors. 1-23-136
 Homeowners coverage that keeps pace with inflation. 2-6-137
 A new malpractice shield for doctors who go bare. 2-6-37
 Don't get stuck with the wrong life insurance. 2-20-124
 Burned! 3-6-164
 A mini-malpractice insurance company that works. 3-20-211
 What the new tax law does to your life insurance. 4-17-181
 You can leave employees out of a corporate health plan, but . . . 6-12-199
 Medical society insurance: how to spot genuine bargains. 7-10-177
 Why single-premium life insurance may be your best buy now. 8-21-115
 How to run an almost embezzlement-proof practice. 9-18-83
 Your home: And finally: Get the right home insurance. 10-2-237
 The doctors' suit that's rewriting antitrust law. 10-16-117
 To cut your estate tax, assign your insurance. 10-16-126
 Everything in my malpractice case went wrong—but I won. 10-30-74
 Estate planning: Make sure your money goes where you intend. 11-6-149; Insurance: Buying all the coverage you need—for less. 11-6-249
 Our doctors 49, plaintiff's lawyers 1. 11-13-113
 Now you can insure your Social Security disability benefits. 11-27-137
 Doctor-owned malpractice carriers: so far, so good. 12-11-228
 I lost my malpractice case, so I sued my lawyer. 12-11-92

Investments

iCaramba! I'm investing in pesos. 1-9-160
 Real-estate profits the I.R.S. can't touch. 1-9-190
 This year's winning investment strategy. 1-9-37
 The best—and cheapest—way to an investment education. 2-6-123
 Do dividend reinvestment plans make sense? 2-6-204
 Can you cash in on the sports boom? 3-6-145
 A real-estate investment that really moves. 3-6-245
 Saving taxes on capital gains and losses. 3-6-225
 How I got befooled. 4-3-202
 What's this? Commodities—a safe investment? 4-3-222
 "I have a million dollars, and I'm scared to retire." 5-1-72
 Looking for Mr. Goodbroker. 5-1-107
 The megabuck development fraud—and its doctor-victims. 5-1-65
 How to turn your reading pleasure to profit. 5-15-136
 A tax shelter where the I.R.S. fears to tread? 6-12-291
 All sorts of new ways to make—or lose—money. 6-26-101; Look what's back—tax shelters! 6-26-102; Does one of these doctors have the deal for you? 6-26-119
 Put your retirement portfolio in step with the times. 7-24-74
 My investment in sugar options—how sweet it wasn't. 9-4-124
 Inflation hedges that the experts like. 10-16-33
 Today's best fixed-income investments. 10-30-64
 Cash management: All it takes is common sense. 11-6-83; Investments: What to get out of, what to get into. 11-6-213
 Go into the red to put your investments in the pink? 11-13-82
 A tax shelter that's avoided the I.R.S. ax. 12-11-206
 Get set for an investment roller coaster in '79. 12-25-17

Bonds

How to select the best municipal bonds for you. 1-9-109
 This year's winning investment strategy. 1-9-37
 A tax-sheltered investment that's tops in safety. 2-6-150
 What should your next investment be? 4-17-234
 Commonsense investments for the doctor who's testing the water. 6-12-86
 Promising new investment for your retirement plan. 6-26-83
 Making the most from municipal bonds. 7-10-143
 If you like lotteries, you'll like these bonds. 7-24-67
 Inflation hedges that the experts like. 10-16-33
 Get set for an investment roller coaster in '79. 12-25-17

Mutual funds

Investing '78: Is there life after '77? 2-20-191
 Blue chip stocks: Are they solid gold buys again? 5-15-41
 Stock options aren't just for craphooters. 5-15-102

Stocks

This year's winning investment strategy. 1-9-37
 Do dividend reinvestment plans make sense? 2-6-204
 Hate: the new force in the stock market. 3-6-273
 How to spot hidden messages in annual reports. 3-6-196
 Now, for a change, some good news about the stock market. 3-20-37
 Which stocks pass these dividend tests? 4-3-83

What should your next investment be? 4-17-234
 Stock options aren't just for craphooters. 5-15-102
 Commonsense investments for the doctor who's testing the water. 6-12-86
 Finding a bargain in the REIT debris. 6-12-133
 How to plug your portfolio into the microchip explosion. 8-7-102
 Inflation hedges that the experts like. 10-16-33
 Growth stocks are not extinct! 11-27-64
 Get set for an investment roller coaster in '79. 12-25-17
 Six stock quotes for the price of one. 12-25-47

Law

Can those new health planning agencies go this far? 1-9-170
 Malpractice: "Doctors have a right to make mistakes." 2-6-165
 The battle over regulating multiphasic test centers. 2-20-35
 Keeping your cool under cross-examination. 2-20-179
 Malpractice: Sometimes the doctor just can't win. 2-20-82
 The countersuit movement hits a snag. 3-6-79
 Will medical policemen hit your office next? 3-20-79
 How much information can a state demand from doctors? 4-3-35
 Here's the nth degree of malpractice liability. 4-17-89
 Malpractice witnesses from abroad: the new "hired guns"? 5-1-142
 The megabuck development fraud—and its doctor-victims. 5-1-65
 Where malpractice plaintiffs must "pay" to sue. 5-15-147
 What does society really want from doctors? Greater accountability. 5-29-92; Broader availability. 5-29-136
 All sorts of new ways to make—or lose—money: Look what's back—tax shelters! 6-26-102
 Winning the war against third-party snoopers. 6-26-78
 Patients who want Laetrile should get it from us! 7-10-79
 Is this doctor a Medicare cheat—or a scapegoat? 7-24-124
 Malpractice: the one sure way to shut "hired mouths." 7-24-84
 The most discouraging countersuit verdict yet. 9-4-74
 How to keep a plaintiff's attorney honest. 9-18-121
 I followed my patient through a Laetrile clinic. 9-18-217
 The doctors' suit that's rewriting antitrust law. 10-16-117
 One couple's approach to malpractice protection: Get a divorce. 10-16-130
 Reporting a child-abuse case isn't always enough. 10-16-148
 H.S.A.s vs. doctors: The war is on. 10-30-102
 I had to play God. 11-27-53
 Is your collection agency giving you a bad name? 12-11-247

Location and distribution

Will more doctors mean that you'll earn less? 5-15-182
 What would happen if you left the rat race? 6-12-92
Continued on page 94

Annual subject index

Malpractice

- Absolutely the first rule of defensive medicine. 1-9-73
A plaintiff's attorney apologizes. 1-9-164
Bad medical advice cost me an eye—and my practice. 1-23-218
"Medical mistakes happen more often than we let on." 1-23-73
A new malpractice carrier—for good doctors. 1-23-136
Malpractice: "Doctors have a right to make mistakes." 2-6-165
A new malpractice shield for doctors who go bare. 2-6-37
Malpractice: Sometimes the doctor just can't win. 2-20-82
The malpractice threat that didn't pan out. 2-20-229
The countersuit movement hits a snag. 3-6-79
Overlooked victims in a malpractice suit: the doctor's family. 3-6-252
A mini-malpractice insurance company that works. 3-20-211
Who let this doctor in the O.R.? 4-3-244
Here's the nth degree of malpractice liability. 4-17-89
Malpractice witnesses from abroad: the new "hired guns"? 5-1-142
Malpractice: a way to get good headlines if you win. 5-15-83
Where malpractice plaintiffs must "pay" to sue. 5-15-147
I climbed out of malpractice quicksand. 6-12-119
To be better doctors, let's get out of business. 6-12-171
The new malpractice minefield: "unnecessary" surgery. 6-26-27
"For want of money, an ailing woman died." 7-10-69
Malpractice: the one sure way to shut "hired mouths." 7-24-84
The first countersuit money changes hands. 8-7-31
How to protect yourself against legal malpractice. 8-7-148
Would you go through this doctor's ordeal for a principle? 8-21-154
Malpractice: An old line of defense gains new strength. 9-4-137
The most discouraging countersuit verdict yet. 9-4-74
The doctors' suit that's rewriting antitrust law. 10-16-117
One couple's approach to malpractice protection: Get a divorce. 10-16-130
Everything in my malpractice case went wrong—but I won. 10-30-74
How 1978 looked five years ago. 10-30-84
Our doctors 49, plaintiff's lawyers 1. 11-13-113
He risked his career to save his good name. 11-27-108
I lost my malpractice case, so I sued my lawyer. 12-11-92
Malpractice: Divide-and-conquer tactics you should know about. 12-25-48

Medical-care costs

- How things work in the real world of hospital finance. 2-6-218; The real world of hospital finance: What they don't say about those "surplus beds." 2-20-86; Is new technology being made a scapegoat? 3-20-174; Can doctors truly do much about hospital costs? 5-1-78
Health insurance: It's time for a step backward. 4-3-111

- Will the health-cost crackdown be a boon for doctors? 4-17-37
Hippocrates would be ashamed of us—rightfully so! 5-15-107
Turning medical machines into money machines can ruin us. 7-24-63
How nondoctors killed my plan to curb needless surgery. 8-7-16
The A.M.A. sails—half-speed ahead—into cost containment. 8-21-27
How 1978 looked five years ago. 10-30-84
Cost containment? Not while we're wasting patients' money. 12-11-89

Medical profession

- Do you love your work—or is that a laughing matter?* 2-6-181
Look what the profit motive is doing to us doctors! 2-6-75
My days working with the gimmick doctors. 2-20-163
Will medical policemen hit your office next? 3-20-79
How I became a sloppy doctor. 4-3-79
How much information can a state demand from doctors? 4-3-35
We physicians have been outclassed. Now what? 4-3-261
Hippocrates would be ashamed of us—rightfully so! 5-15-107
What does society really want from doctors? 5-29-52; The demands of pressure group leaders. 5-29-54; More disclosure. 5-29-76; Greater accountability. 5-29-92; A brake on costs. 5-29-112; Broader availability. 5-29-136
Are young doctors charging too much? 6-12-125
To be better doctors, let's get out of business. 6-12-171
Going blind hasn't stopped me from being a doctor. 7-24-68
Who's out to reshape medicine? Not today's med students. 8-21-103
A plan to put primary-care doctors in the driver's seat. 11-13-67

Office

- Move to an office at the hospital? I'm glad I did. 2-6-142
The best move I ever made—to a nonmedical building. 3-20-148
Little ways to save a lot of time. 3-20-92; A faster flow of happier patients. 3-20-93
Forget about experts! We built our own offices. 4-3-92
I turned a rundown warehouse into a solar-heated office. 4-17-128
Do you keep a gun for protection? 5-1-137
Protecting your office without expensive gadgets. 5-15-177
Sneaky ways thieves are making use of checks. 8-7-83
Time to cut your cord from Ma Bell? 8-21-70
When not to sink big money into your practice. 8-21-87
Can your auxiliary rooms pass this test? 9-4-153
"That cop in my waiting room? I pay him to be there." 9-4-110
Your home: This doctor traded down by moving up. 10-2-196
Avoid the inner city? Not this young doctor. 10-16-155
The lazy way to invest in office art. 10-16-152
Today's best buys in dictating equipment. 11-13-147
Carpeting: an office improvement that wears well. 12-25-86

Organized medicine

- Medical society insurance: how to spot genuine bargains. 7-10-177
The A.M.A. sails—half-speed ahead—into cost containment. 8-21-27
The H.M.O. that drove doctors to strike. 9-18-142
For sale: 3,500 physician directories—cheap. 11-13-71
Our doctors 49, plaintiff's lawyers 1. 11-13-113
Doctors vs. Blue Shield: the first big battle. 11-27-23
These doctors share names of risky patients. 12-11-103
Where low-income patients have ACCESS to private care. 12-11-246

Partnership, group, and solo practice

- This medical office nearly became a union shop. 1-9-86
Are big-group fringes losing their allure? 3-6-37
An H.M.O. setup where doctors pay doctors. 3-6-131
If you must go into a group, go small. 3-20-214
Six surefire ways to wreck a partnership. 3-20-125
Prepaid practice: two views from inside. 4-3-176; "A natural for young doctors." 4-3-177; "So easy it's boring." 4-3-180
What does society really want from doctors? Broader availability. 5-29-136
Corporate divorce the painless way. 6-26-84
Beating H.M.O.s at their own game. 7-10-97
Recruiting a new man? Here's how to sell his wife. 7-10-155
The town that's squeezing out private practice. 7-24-27
Colleagues did their best to torpedo my H.M.O. 8-7-84
Here's a sabbatical plan like you wouldn't believe! 8-7-127
When not to sink big money into your practice. 8-21-87
Those clichés about big groups? Take it from me, they're true! 9-4-71
The H.M.O. that drove doctors to strike. 9-18-142
What it takes to make a restrictive covenant stick. 9-18-250
Would chain-store practice suit you? 9-18-98
How 1978 looked five years ago. 10-30-84
How to find an associate you'll still be speaking to next year. 11-13-76
Proven formulas for dividing income. 11-27-58
The pros and cons of an "extra-fat" Keogh. 12-11-127
The H.M.O. that politicians won't let die. 12-25-41

Patients

- Absolutely the first rule of defensive medicine. 1-9-73
House call to a million patients at a time. 1-9-283
I put teen-age patients through their PACES. 1-9-137
You can know your patients too well! 1-9-104
"Medical mistakes happen more often than we let on." 1-23-73
Most doctors favor annual physicals—for patients, at least. 1-23-179
Give your sick patients "same-day" service. 2-6-81
Persuading your patient to accept psychiatric help. 2-6-107
Our patient education literally pays for itself. 3-6-150
Little ways to save a lot of time. 3-20-92; A faster flow of happier patients. 3-20-93; Medical records

that furnish answers fast. 4-3-135; Folders that do more than just hold records. 5-1-169; Getting around hospital hang-ups. 5-15-117

The case for house calls—sometimes. 4-3-160

A quick, easy way to build patient rapport. 4-17-233

What does society really want from doctors? More disclosure. 5-29-76; Greater accountability. 5-29-92

Could affinity scheduling work for you? 6-12-154

I make my patients be their own doctors. 6-12-83

Refer patients to Dial-A-Grandma? These physicians do. 6-12-216

Watch out for those orogenous zones! 6-26-93

Winning the war against third-party snoopers. 6-26-78

How much patient discontent never reaches your ears? 7-10-163

Patients who want Laetrile should get it from us! 7-10-79

What's behind the drop in doctors' productivity? 7-24-102

If Britain's health care is so bad, why do patients like it? 8-21-76

The world's most entertaining patients. 8-21-97

"Doctor, can you stop me from collecting pancakes?" 9-4-217

How we fought the terrible pediculosis plague. 9-4-207

Is your time on call a waste of time? 9-4-182

Malpractice: An old line of defense gains new strength. 9-4-137

How to deal with borderline disability cases. 9-18-94

I followed my patient through a Laetrile clinic. 9-18-217

Smoothing out your patients' prescription hang-ups. 9-18-163

When patients stand me up, I don't take it lying down. 10-30-77

Dear Specialists: Please tell me what I don't have to look for. 11-13-96

For sale: 3,500 physician directories—cheap. 11-13-71

I had to play God. 11-27-53

Just listening to the patient isn't enough. 11-27-81

I treat neurotics by bending the rules. 12-11-187

Practice-building is "in" again. 12-11-104

These doctors share names of risky patients. 12-11-103

Where low-income patients have ACCESS to private care. 12-11-246

"Doctor, what's going to happen to me now?" 12-25-81

Personal finances

iCaramba! I'm investing in pesos. 1-9-160

How medical families spend their money: "We enjoy only what we can pay for." 1-23-86; "We're building an exciting bridge to the future." 4-17-90

Simple gadgets that can pare home fuel bills. 1-23-151

Credit cards: old tricks and new traps. 2-6-186

Get your family spending under control. 2-6-82

A tax-sheltered investment that's tops in safety. 2-6-150

Beating the banks at their own game. 2-20-161

Don't get stuck with the wrong life insurance. 2-20-124

Can you cash in on the sports boom? 3-6-145

Don't be a pack rat with your safe-deposit box. 3-6-267

Are you shortchanging your retirement plan? 3-20-196

20 best buys in a used car. 3-20-88

How I got befooled. 4-3-202

You too can haggle for fun and profit. 4-3-153

I turned a rundown warehouse into a solar-heated office. 4-17-128

What should your next investment be? 4-17-234

What the new tax law does to your life insurance. 4-17-181

"I have a million dollars, and I'm scared to retire." 5-1-72

The megabuck development fraud—and its doctor-victims. 5-1-65

The financial shock after my disabling heart attack. 5-15-79

How to turn your reading pleasure to profit. 5-15-136

Fine print that can save you plenty. 6-12-257

This doctor turns classic cars into classy assets. 6-12-210

How to hold your legal expenses to a minimum. 7-10-114

Retire to a sun-washed shore? 7-10-196

Can you cope with a "bereavement transaction"? 7-24-161

Little ways to cut big corners on college costs. 8-7-139

Sneaky ways thieves are making use of checks. 8-7-83

You can't afford to let your spouse flunk this test. 8-7-76

You, too, can learn to love a wood stove. 9-4-222

Get paid for living in your own home? Well, maybe. . . 9-18-185

I can't afford to retire—and I'm making the most of it. 9-18-135

A mail-order financial course that's a bargain. 9-18-247

What will it really cost to own that luxury item? 9-18-90

Your home: Homes doctors own: Where does yours fit in? 10-2-8; Is a really expensive house a really good investment? 10-2-12; Getting the best deal on your next mortgage. 10-2-97; Does it always pay to trade up? 10-2-121; Very old houses are delightful, but . . . 10-2-138; Protecting your home against the energy shortage. 10-2-146; How to ease the pain—and taxes—of selling the old homestead. 10-2-179; Three ways to bring down a broker's fee. 10-2-203; How to come out a winner on your vacation home. 10-2-225

Does the M.D. after your name spell "pigeon"? 10-16-86

One couple's approach to malpractice protection: Get a divorce. 10-16-130

Today's best fixed-income investments. 10-30-64

Using your 1979 Financial Planning Guide. 11-6-11; Tax strategy: Nail down your own tax cut. 11-6-15; Net worth: Where have you been, where are you going? 11-6-47; Cash management: All it takes is common sense. 11-6-83; Fighting inflation: How to get the best price on practically anything. 11-6-109; College costs: How to stay only a half step behind. 11-6-133; Estate planning: Make sure your money goes where you intend. 11-6-149; Retirement: Do it on your own terms. 11-6-181; Investments: What to get out of, what to get into. 11-6-213; Bonds: Don't let little mistakes reduce your return. 11-6-235; Insurance: Buying all the coverage you need—for less. 11-6-249; Records: Where to keep them—and how long. 11-6-261; Financial Planning Guide index. 11-6-266

Go into the red to put your investments in the pink? 11-13-82

Which cars are your colleagues buying? 11-13-107

Now you can insure your Social Security disability benefits. 11-27-137

How to keep your cool—and your shirt—at an auction. 12-11-176

How much are you worth? 12-25-74

Six stock quotes for the price of one. 12-25-47

Personal life

Are we running out of everything—or just nerve? 1-9-286

You almost can't get there from here. 1-9-118

How can we help the suicidal physician? 1-23-203

How medical families spend their money: "We enjoy only what we can pay for." 1-23-86; "We're building an exciting bridge to the future." 4-17-90

Most doctors favor annual physicals—for patients, at least. 1-23-179

My ex-girlfriend hit me for alimony. 1-23-189

What does young America see in those Oriental religions? 1-23-114

Here's economy, freedom—and an erotic whimper. 2-6-154

"Dear God! Spare me the strength to kill myself." 2-20-218

Four reasons why retirement goes sour. 3-6-182

I survived a week in a tennis camp. 3-6-122

Testing Ford's Fiesta: Olé! 3-6-84

Everything you need to know to avoid overtopping. 3-20-158

When you're asked to serve as executor. 3-20-145

A crash course to improve your golf game. 4-3-125

I got my patients to let me slow down. 4-3-91

Semiretirement isn't bad—after a brush with death. 4-3-217

Our tax-deductible vacation in hell. 4-17-222

Do you keep a gun for protection? 5-1-137

The day I kidnapped my grandfather. 5-15-203

The financial shock after my disabling heart attack. 5-15-79

Jogging doesn't have to be a bore. 5-15-198; I took up running marathons when I was 60. 5-15-202

I'm Dad. Fly me. (Or you get no vacation). 6-12-136

This doctor turns classic cars into classy assets. 6-12-210

What would happen if you left the rat race? 6-12-92

Are you keeping up with the trend toward more time off? 6-26-74

Retire to a sun-washed shore? 7-10-196

Va-trooomm! I'm loving my second childhood. 7-10-132

Can you cope with a "bereavement transaction"? 7-24-161

Going blind hasn't stopped me from being a doctor. 7-24-68

How to dine at home—away from home. 7-24-121

Nothing's wrong with motor camping that a motel wouldn't cure. 7-24-150

The Galápagos: They're more fun than in Darwin's day. 8-21-128

Don't be too eager to abandon the old homestead. 9-4-166

How we fought the terrible pediculosis plague. 9-4-207

No alcoholic doctor's case is hopeless. Take mine. 9-4-86

What will it really cost to own that luxury item? 9-18-90

Your home: Ranch, split-level, Cape Cod—or what? 10-2-41; These doctors love their one-of-a-kind homes. 10-2-107; How to come out a winner on your vacation home. 10-2-225

More power to you: the new turbo cars. 10-16-76

The rotary-powered Mazda RX-7: Umm-Hummm! 10-30-60

"Maybe more is expected of me . . ." 11-13-134

The smaller Eldorado: still every inch a Cadillac. 11-13-72

How to keep your cool—and your shirt—at an auction. 12-11-176

Own your own phone? Hold the line! 12-25-68

Continued on page 96

Annual subject index

Practice management

Can your office phone procedures pass this test? 1-9-273
 Need a management consultant? Here's how to tell. 1-9-78
 This medical office nearly became a union shop. 1-9-86
 Look what a pegboard can do for you now. 1-23-79
Physician, heal thy receptionist. 1-23-104
Give your sick patients "same-day" service. 2-6-81
 What? 120 patients a day—solo? 3-6-90
 Little ways to save a lot of time. 3-20-92: A faster flow of happier patients. 3-20-93; Medical records that furnish answers fast. 4-3-135; Folders that do more than just hold records. 5-1-169; Getting around hospital hang-ups. 5-15-117
 Buyer's update on office copiers. 4-17-191
 Would these unorthodox practice solutions work for you? 4-17-79
 Will your best employees look for a new boss? 5-15-93
 Could affinity scheduling work for you? 6-12-154
 How today's computers can—and can't—help your practice: I'm a doctor again instead of an office manager. 6-12-244
 I make my patients be their own doctors. 6-12-83
 Are you keeping up with the trend toward more time off? 6-26-74
 What's behind the drop in doctors' productivity? 7-24-102
 Is your time on call a waste of time? 9-4-182
 Let your colleagues' mistakes make you a better boss. 9-4-193
 How to run an almost embezzlement-proof practice. 9-18-83

Is your sick-leave policy keeping employees home? 10-16-85
 When patients stand me up, I don't take it lying down. 10-30-77
 Tax strategy: Nail down your own tax cut. 11-6-15;
 Cash management: All it takes is common sense. 11-6-83
 Practice-building is "in" again. 12-11-104

Practice, special types

Is holistic medicine filling a gap we've created? 12-11-217
 Want more retirement income? Dust off your uniform. 12-11-198

Professions, other

Need a management consultant? Here's how to tell. 1-9-78
 A plaintiff's attorney apologizes. 1-9-164
 Are doctors leading the pack in the race with inflation? 2-20-79
 The battle over regulating multiphasic test centers. 2-20-35
 Burned! 3-6-164
 Overlooked victims in a malpractice suit: the doctor's family. 3-6-252
 Are you shortchanging your retirement plan? 3-20-196

Will medical policemen hit your office next? 3-20-79
 Forget about experts! We built our own offices. 4-3-92
Watch out! The bureaucrats are on the prowl. 4-17-177
 Looking for Mr. Goodbroker. 5-1-107
Malpractice: a way to get good headlines if you win. 5-15-83
 What does society really want from doctors? Broader availability. 5-29-136
 How today's computers can—and can't—help your practice: Can a service save you money? 6-12-221
 A chiropractor blows the whistle on his colleagues. 6-26-69
 How to hold your legal expenses to a minimum. 7-10-114
Nurse-practitioners vs. doctors: A battle is on. 7-10-73
 Can you cope with a "bereavement transaction"? 7-24-161
 How to protect yourself against legal malpractice. 8-7-148
 An inside look at the college admissions game. 8-21-140
 How the I.R.S. singles out doctors for audits. 9-4-35
 My investment in sugar options—how sweet it wasn't. 9-4-124
 "That cop in my waiting room? I pay him to be there." 9-4-110
 Why can't our cops do a better job? 9-4-246
 Would chain-store practice suit you? 9-18-98
 Your home: Is a really expensive house a really good investment? 10-2-12; Dirty tricks some brokers play. 10-2-60; I built my dream house—without any nightmares. 10-2-86; Remodeling? Don't overlook the profit motive. 10-2-166; Three ways to bring down a broker's fee. 10-2-203
 Does the M.D. after your name spell "pigeon"? 10-16-86
The lazy way to invest in office art. 10-16-152
 I lost my malpractice case, so I sued my lawyer. 12-11-92
 Where all those physician assistants came from. 12-25-60

Records

Mediplan claims: It's how you word it that counts. 1-9-203
 Little ways to save a lot of time: Medical records that furnish answers fast. 4-3-135; Folders that do more than just hold records. 5-1-169
 Would these unorthodox practice solutions work for you? 4-17-79
 What does society really want from doctors? More disclosure. 5-29-76
 Records: Where to keep them—and how long. 11-6-261

Retirement

I couldn't stay retired. 2-20-196
 Four reasons why retirement goes sour. 3-6-182
 Are you shortchanging your retirement plan? 3-20-196
I got my patients to let me slow down. 4-3-91
 Semiretirement isn't bad—after a brush with death. 4-3-217
 The tax rewards of a part-time hospital job. 4-3-171
 "I have a million dollars, and I'm scared to retire." 5-1-72
 The financial shock after my disabling heart attack. 5-15-79
 Retire to a sun-washed shore? 7-10-196



Put your retirement portfolio in step with the times. 7-24-74
 The I.R.S. opens a door on beefed-up retirement plans. 9-4-82
 Get paid for living in your own home? Well, maybe. . . . 9-18-185
 I can't afford to retire—and I'm making the most of it. 9-18-135
 Retirement: Do it on your own terms. 11-6-181;
 Investments: What to get out of, what to get into. 11-6-213
 The pros and cons of an "extra-fat" Keogh. 12-11-127

Social Security

Estate planning: Make sure your money goes where you intend. 11-6-149; Retirement: Do it on your own terms. 11-6-181
 Now you can insure your Social Security disability benefits. 11-27-137

Specialty and general practice

Can those new health planning agencies go this far? 1-9-170
 I put teen-age patients through their PACES. 1-9-137
 When an erring doctor turns around and sues you. 1-9-144
 Bad medical advice cost me an eye—and my practice. 1-23-218
 The dollar value of board certification. 1-23-76
 Persuading your patient to accept psychiatric help. 2-6-107
 This ivory-tower hospital runs a private practice. 2-6-251
 "I feel nervous. You take Medicaid?" 3-6-217
 What? 120 patients a day—solo? 3-6-90
 Look who've caught up in earnings—F.M.G.s. 4-3-86
 A marginal view of the class system. 4-3-241
 Prepaid practice: two views from inside. 4-3-176;
 "A natural for young doctors." 4-3-177; "So easy it's boring." 4-3-180
 What does society really want from doctors? Broader availability. 5-29-136
 I felt like a medical has-been at 45. 6-12-181
 Refer patients to Dial-A-Grandma? These physicians do. 6-12-216
 The new malpractice minefield: "unnecessary" surgery. 6-26-27
 Going blind hasn't stopped me from being a doctor. 7-24-68
 Turning medical machines into money machines can ruin us. 7-24-63
 How nondoctors killed my plan to curb needless surgery. 8-7-164
 Trouble in a health-planners' paradise. 8-7-176
 Featherbedding? We doctors are guilty, too. 8-21-67
 The world's most entertaining patients. 8-21-97
 "Doctor, can you stop me from collecting pancakes?" 9-4-217
 Doctors' earnings: Inflation edges ahead. 9-18-226
 Fees: Are they getting out of hand? 10-16-166
 Dear Specialists: Please tell me what I don't have to look for. 11-13-96
 A plan to put primary-care doctors in the driver's seat. 11-13-67
 He risked his career to save his good name. 11-27-108
 ENT specialists: taking the slow lane to the good life. 12-11-98

We primary-care doctors are in a bind—and that's great! 12-11-165

Taxes

Do you qualify for this \$800 tax cut? 1-9-77
 Real-estate profits the I.R.S. can't touch. 1-9-190
 Your tax calendar for 1978: many unhappy returns to the bank. 1-9-260
 Answers to your tax questions. 1-23-107; 2-6-101; 2-20-107; 3-6-117; 3-20-117
 How to get the most tax mileage out of your car. 1-23-227
 New I.R.S. heat on travel and entertainment. 2-6-239
 Mastering the new "simplified" tax form. 2-20-202
 Saving taxes on capital gains and losses. 3-6-225
 Now, for a change, some good news about the stock market. 3-20-37
 What the new tax law does to your life insurance. 4-17-181
 Why a trust may still make sense. 4-17-85
 A tax shelter where the I.R.S. fears to tread? 6-12-291
 All sorts of new ways to make—or lose—money. 6-26-101; Look what's back—tax shelters! 6-26-102;
 Does one of these doctors have the deal for you? 6-26-119
 Retire to a sun-washed shore? 7-10-196
 Why single-premium life insurance may be your best buy now. 8-21-115
 How the I.R.S. singles out doctors for audits. 9-4-35
 Car deductions: two for the price of one. 9-18-113
 Your home: How to ease the pain—and taxes—of selling the old homestead. 10-2-179
 Today's best fixed-income investments. 10-30-64
 Tax strategy: Nail down your own tax cut. 11-6-15;
 Net worth: Where have you been, where are you going? 11-6-47; Cash management: All it takes is common sense. 11-6-83; Estate planning: Make sure your money goes where you intend. 11-6-149
 A tax shelter that's avoided the I.R.S. ax. 12-11-206
 What you need to know about the new tax law before Jan. 1. 12-11-39
 After a tax audit: pay up or fight? 12-25-52
 Don't give up on a home-office deduction. 12-25-79

Travel

You almost can't get there from here. 1-9-118
 Credit cards: old tricks and new traps. 2-6-186
 New I.R.S. heat on travel and entertainment. 2-6-239
 Everything you need to know to avoid over tipping. 3-20-158
 You too can haggle for fun and profit. 4-3-153
 Our tax-deductible vacation in hell. 4-17-222
 For a stimulating vacation abroad—go to school. 5-15-160
 Drive yourself to really see Ireland. 6-12-286
 The best way to start your vacation. 7-10-175
 How to dine at home—away from home. 7-24-121
 Nothing's wrong with motor camping that a motel wouldn't cure. 7-24-150
 Here's a sabbatical plan like you wouldn't believe! 8-7-127
 Prescribe yourself a restful drive. 8-7-162
 The Galápagos: They're more fun than in Darwin's day. 8-21-128
 When airlines bump, bump back! 8-21-169
 Austria's alpine inns: Wunderbar! 9-4-75
 The group travel tour: How good a deal is it? 9-18-201
 The next best thing to Shangri-La. 12-11-148 ■

Index of advertisers

Amiton Jewelry Company Diamonds, Precious Gems	23
Beecham Laboratories Tigan	84, 85
Boehringer Ingelheim Ltd. Alupent Catapres Combipres Dulcolax Persantine	80A, 80B, 80C, 80D 78A, 78B, 78C, 78D 56, 57, 58 39 84, 84A, 84B, 84C, 84D, 85
Brown Pharmaceutical Company Android 5/10/25	18
Burroughs Wellcome Company Actifed Zyloprim	66, 67 24, 25, 26
Dow Chemical Company Lorelco Novahistine DH	79A, 79B, 79C 16
General Foods Sanka	29
Mead Johnson Pharmaceutical Division Colace	40
Medicone Company All Products	4
Mediserv/Dentiserv Inc. Mediserv Systems	15
Pfizer Inc. Pfizer Laboratories Division Minipress Sinequan	33, 34, 35, 36 6, 7, 8
Roche Laboratories Librium	IBC, BC
Rorer, Inc., Wm. H. Ascriptin	72, 73
Stuart Pharmaceuticals Div. of ICI Americas Inc. Kasol Mylicon-80	12 30
USV Pharmaceutical Corp. Hygroton Regroton/ Demi-Regroton	11 20, 21
The Upjohn Company Florone	IFC, 1, 2